

segment. In creating each media segment, the media presentation producer **212** can store the media segment in the media presentation database **216** as well as label and/or categorize each media segment. Later, a viewing user can request to view a particular notable moment, and the media presentation producer **212** can identify one or more saved media segments that correspond to a specific notable moment in the media presentation to provide to the viewing user.

**[0080]** In one or more embodiments, the media presentation producer **212** identifies media segments to share with a viewing user based on user preferences and/or profile attributes of a viewing user. For example, if the viewing user has interest in a particular athlete, the media presentation producer **212** can identify media segments that feature the particular athlete. In this manner, the media presentation producer **212** can identify different media segments for different viewing users depending on the preferences of each viewing user requesting to access a particular media stream.

**[0081]** Referring again to FIG. 2, and as mentioned above, FIG. 2 illustrates the media presentation system **102** comprises a distribution manager **214**. As an initial overview, the distribution manager **214** determines a distribution audience comprising one or more viewing users with whom to share a media presentation. Once the distribution manager **214** determines a distribution audience, the distribution manager **214** provides the media presentation to one or more client devices corresponding to each viewing user in the distribution audience. Further, the distribution manager **214** can dynamically modify or update a distribution audience based on various factors and characteristics related to a media stream and/or media presentation, as will be discussed further below.

**[0082]** As briefly mentioned above, the distribution manager **214** determines a distribution audience for a media presentation. In some example embodiments, the distribution manager **214** identifies viewing users to include in a distribution audience based on media characteristics of one or more media streams within the media presentation and/or characteristics of the media presentation. For example, if the media characteristics for the production media stream within a media presentation indicate a low quality media stream, the distribution manager **214** can limit the distribution of the media presentation. For instance, the distribution manager **214** can limit sharing the media presentation to only viewing users who are closely connected to user who captured the media stream, or if the media presentation includes a production media stream selected from multiple related media stream, the distribution manager **214** may limit sharing the media presentation to viewing users who are closely connected to any of the capturing users associated with the media presentation.

**[0083]** On the other hand, if the media characteristics for a media stream within the media presentation indicate an acceptable quality level, the distribution manager **214** may increase the number of viewing users within a distribution audience. For example, the distribution manager **214** may provide the media stream to viewing users who are having multiple degrees of separation between a capturing user, or in some instances, the distribution manager can include viewing users in the distribution audience that have not connection to a capturing user.

**[0084]** In addition to quality type media characteristics, the distribution manager **214** can identify users to include in

a distribution audience based on various other types of media characteristics. In one or more embodiments, the distribution manager **214** determines a distribution audience by identifying viewing users that meet a particular criteria corresponding with a media presentation. For example, the distribution manager **214** can identify viewing users that are geographically located within a defined proximity of a geographic location associated with a media stream (e.g., viewing users at the same venue). Additionally, the distribution manager **214** can identify a viewing user to include in a distribution audience based on a viewing user being within an defined age range, being associated with the same or similar interests as a capturing user, subscribing to a particular media presentation channel associated with a media presentation, and/or based on user preferences.

**[0085]** As the media characteristics for a media stream change over time, the distribution manager **214** dynamically change which viewing users are included in a distribution audience. For example, based on changes in media characteristics, the distribution manager **214** may increase the number of viewing users in a distribution audience for a particular media presentation. Similarly, based on changes in media characteristics, the distribution manager **214** may decrease the number of viewing users in a distribution audience for a particular media presentation. In the event, however, that the distribution manager **214** decreases the size of a distribution audience, the distribution manager **214** can always identify viewing users that are actively experiencing a media presentation, and maintain the identified viewing users that are actively experiencing a media presentation within the distribution audience.

**[0086]** In order to increase the size of a distribution audience, the distribution manager **214** can identify additional viewing users based on various methods. In one or more embodiments, for example, the distribution manager **214** can identify additional viewing users by identifying users that are associated with each viewing user that experiences a media presentation. For example, upon a particular viewing user experiencing a media presentation, the distribution manager **214** can identify and add additional users that are connected to the particular viewing user. Thus, as more and more viewing users experience a media presentation, the distribution audience naturally grows. In addition to adding additional users to a distribution audience based on viewing users experiencing content, the distribution manager **214** can also modify age ranges, expand interest categories, or otherwise increase the opportunity for more viewing users to fall within a distribution audience.

**[0087]** For instance, in some example embodiments, the distribution manager **214** determines which users to include in the distribution audience based on interactions and feedback received from users currently accessing the media presentation. Interactions and feedback can include views, likes, comments, up or down votes, etc., of the media presentation, or media streams within the media presentation. To illustrate, if over half of viewing users provided with the media presentation report “liking” the media presentation, the distribution manager **214** may determine that viewing users, in general, will be interested in the media presentation. As a result, the distribution manager **214** can provide the media presentation to additional viewing users. Thus, based on feedback from viewing users that have access to the media presentation, the distribution manager